

PRESERVING FLORIDA'S HERITAGE

More Than Orange Marmalade

Florida's Comprehensive Historic Preservation Plan *Summary*



2012

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2016



FLORIDA'S STATEWIDE HISTORIC PRESERVATION PLAN

The development and implementation of a comprehensive statewide historic preservation plan is one of the responsibilities of each State Historic Preservation Office, as outlined in the National Historic Preservation Act. In Florida, the Director of the Florida Division of Historical Resources is the State Historic Preservation Officer at the Florida Department of State. Florida's complete plan for 2012-2016 was presented by the Division to the National Park Service and enthusiastically approved in May of 2012.

The preservation of Florida's historical and cultural resources can only be achieved through cooperation between federal, state, and local governments, and private individuals and organizations. This statewide comprehensive plan provides a common vision for the organizations and agencies that administer or implement historic preservation programs in Florida.

During the coming years, annual regional meetings of the state's preservation partners will be conducted to gather updates on the progress made in achieving the defined 2012-2016 goals. This plan will be revised and updated in 2017.

This document provides a summary of the complete plan which is posted on the Division's website at www.flheritage.com. To request more copies of this summary, or copies of the complete 2012-2016 Florida Historic Preservation Plan, contact the Division of Historical Resources at 850.245.6333 / 800.847.7278, or email flheritage@dos.myflorida.com.

VISION FOR HISTORIC PRESERVATION IN FLORIDA

Building upon the worldwide recognition gained through the Viva Florida 500 commemoration of Ponce de Leon's 1513 landing in Florida, over the next five years, Floridians and visitors to the state will become increasingly aware of Florida's long, rich, and important history that includes the establishment of the first permanent European settlements in North America. Floridians, even if new to the state, will be inspired and take pride in Florida's heritage. They will develop an effective, broadly based, statewide network of well informed historic preservation-minded people. Property owners, government officials at all levels, developers and other professionals will wisely steward Florida's significant prehistoric, historic, and folk resources as highly valued assets. The state's present-day cultural, economic, and environmental well-being will be enhanced as Florida's heritage is preserved for future generations.

CREATING THE PLAN

During April and May of 2011, the Florida Division of Historical Resources sponsored a series of meetings across Florida to gather public input for Florida's Comprehensive Historic Preservation Plan. Approximately 100 individuals attended meetings hosted by Florida Public Archaeology Network regional offices in Tallahassee, Pensacola, St. Augustine, Cocoa, Fort Lauderdale and St. Petersburg. Stakeholders including professional preservationists, archeologists, historians, local government representatives, planning professionals, neighborhood preservation volunteers, community and statewide nonprofit organizations, and local residents had an opportunity to discuss successes, challenges, opportunities and concerns that will affect Florida's historic resources over the next five years. During each two-hour meeting, participants identified local and statewide preservation needs and opportunities and ranked them in order of priority. Individuals who were unable to attend the public meetings were encouraged to provide their comments and opinions by completing the online survey on historic preservation issues in Florida.

Goals, Objectives, and Suggested Strategies

GOAL 1: Increase and Widen Awareness of Florida History and Engagement in Historic Preservation Activities

Objective 1-A: Develop more widespread popular support for historic preservation in Florida

- A. Place more historic preservation information in local and statewide media
- B. Increase outreach through the Internet, webinars and other web-based media
- C. Support community based programs such as Florida Main Street
- D. Increase technical and grant assistance for developing educational and promotional products such as brochures, interpretive signage, pamphlets, and school curricula

Objective 1-B: Engage Florida youth in historic preservation

- A. Integrate local history into local school curricula
- B. Develop a statewide Young Preservationists Program (e.g., youth summits and service-learning opportunities)
- C. Establish Historic Preservation Girl Scout and Boy Scout badges
- D. Establish a Historic Preservation prize in the Florida History Fair
- E. Interface with university/college history and historic preservation programs (e.g., develop internship program)
- F. Continue to work with “Geocaching Society” to develop local history geocaching trails
- G. Increase capacity of the Mission San Luis summer camp program

- H. Provide Mission San Luis summer camp opportunities for underprivileged children through scholarships

Objective 1-C: Increase the participation of Florida’s ethnic communities in Historic Preservation

- A. Identify and provide greater outreach to groups or representatives of Florida’s ethnic communities
- B. Identify resources that hold importance to Florida’s ethnic communities
- C. Provide opportunities for traditional artists from communities identified through the Florida Folklife Program to publically perform or present their crafts, skills, and traditions.

Objective 1-D: Increase awareness of Florida’s historical resources and preservation successes and challenges

- A. Create media kit templates
- B. Develop a policy for the Division of Historical Resources’ use of social media
- C. Create a historic preservation speakers bureau to provide a centralized resource to identify available speakers on historic preservation topics.
- D. Create and/or publicize more statewide and local historic theme trails
- E. Create state heritage tours showcasing successful grant-funded sites
- F. Increase cross-promotion of historic sites within individual communities as well as statewide
- G. Increase promotion of heritage tourism within Florida and out-of-state

GOAL 2: Increase Technical Knowledge of Historic Preservation Among Those in a Position to Impact Archaeological and Historical Resources

Objective 2-A: Increase the knowledge and awareness of the positive impacts and financial and environmental benefits of archaeological and historical preservation

- A. Further develop and publicize the educational resources available from the Florida Trust for Historic Preservation
- B. Develop local policies and programs that encourage and provide incentives for redevelopment that incorporates historic preservation
- C. Develop more education programs and materials for developers and real estate professionals
- D. Provide training and online resources for project managers and developers on how to identify and report archaeological issues
- E. Create instructional materials to enhance understanding of the archaeological and historic preservation compliance and review process
- F. Hold community workshops for home and business owners on economic development and historic preservation topics, such as repair/maintenance, appropriate restoration, architectural styles, and easements
- G. Create 5-10 minute training presentations on key topics to educate property owners on preservation issues such as property rights, benefits of historic preservation, and best practices
- H. Promote rehabilitation and reuse of existing facilities, structures, and buildings as an alternative to new construction
- I. Promote existing financial benefits and technical services

Objective 2-B: Provide training and technical assistance to local governments and other state agencies in their efforts to preserve, protect, and promote their historical resources

- A. Present workshops and/or webinars on developing disaster preparedness plans customized to the needs of local sites, providing workshop kits that can be presented by local agencies and organizations
- B. Create disaster preparedness and mitigation training videos that can be downloaded for local historic preservation agencies, organizations, sites, and property owners
- C. Offer technical assistance and economic incentive programs to encourage the rehabilitation and preservation of historic structures and their sensitive adaptive use
- D. Provide technical assistance to local governments and the public on local and other incentive programs that encourage investment in historic private homes and commercial buildings
- E. Increase the number of programmatic agreements with CLGs, and increase the number of agreements that include archaeological resources
- F. Provide SHPO training to the CLGs to conduct Section 106- and Chapter 267-related reviews as is already provided by current HUD agreements.
- G. More education is needed on the local level to allay the fear of so many that preservation is the enemy of property rights. The citizenry needs to understand the value of historic preservation.

GOAL 3: Improve Historic Preservation Advocacy Beginning at the Grassroots Level

- A. Provide training on effective public advocacy, providing technical assistance workshop kits so that attendees hold their own workshops in their communities.
- B. Develop economic, cultural, and lifestyle impact measures for Florida historic preservation activities, using the Florida Main Street Program's model for collecting data from across the state, and provide training on how to use the system.

GOAL 4: Increase the Diversity of Historic Preservation Funding Sources

- A. Seek additional grant funding opportunities through corporate foundations, private foundations, and federal sources.
- B. Engage and educate local decision makers and donors to support historic preservation

GOAL 5: Improve Networking Among Florida's Preservation Partners

- A. Develop, update, and maintain a database of historic preservation advocates
- B. Link Florida historic preservation stakeholders through social media and email
- C. Further develop a "Historic Preservation Yellow Pages" database of craftsmen, architects, and other service providers skilled in appropriate rehabilitation and restoration methods, and Cultural Resource Management firms
- D. Hold annual regional meetings for local and regional groups, organizations, government agencies and individuals to provide an opportunity to share training and resources, engage in joint planning, or present reports on successful projects and best practices
- E. Promote use of the DHR's website, www.flheritage.com, as a central website for preservation in Florida

GOAL 6: Take Advantage of the Viva Florida 500 Commemoration to Highlight all Aspects of Florida's Historical Resources

- A. Assist in publicizing the Viva Florida 500 campaign by distributing educational and promotional materials
- B. Issue more press releases about historic preservation activities and issues
- C. Support and link with local organizations' heritage tourism events and activities in all 67 counties, and promote use of the official Viva Florida 500 event calendar

- D. Provide links to historical contexts and descriptions of architectural styles used in Florida on the Division of Historical Resources website

GOAL 7: Expand and Strengthen the Division of Historical Resources' Efforts to Identify and Protect Florida's Archaeological, Historical, and Cultural Resources

Objective 7-A: Strengthen programs conducted as the State Historic Preservation Office, Bureau of Historic Preservation

- A. Streamline State Historic Preservation Office processes
- B. Proactively increase the annual number of National Register listings and National Historic Landmark designations
- C. Proactively increase the annual number of new Certified Local Governments and provide more training for all local governments
- D. Improve coordination with government agencies at all levels whose programs affect historic and cultural resources
- E. Provide technical assistance to local governments and other state agencies in their efforts to preserve, protect, and promote their historical resources
- F. Promote and assist the preservation of Florida's cultural heritage through a continuing program of identification, evaluation, and recognition
- G. Increase digitization and dispersal of historic property information via the Florida Master Site File (FMSF)
- H. Incorporate local inventories and designations into the FMSF
- I. Increase the integration of local historic preservation goals into local comprehensive land use plans and local zoning ordinances
- J. Coordinate with other planning efforts in transportation, recreation, and land-use plans

Objective 7-B: Strengthen other preservation programs conducted by the Bureau of Historic Preservation

- A. Proactively increase the number of Florida Historical Markers
- B. Enhance accessibility of Florida Historical Marker texts
- C. Increase public awareness and accessibility to Florida's folk heritage
- D. Proactively increase the number of new Florida Main Street Communities
- E. Increase local economic development through cultural and historical grants

Objective 7-C: Strengthen programs conducted by the Bureau of Archaeological Research

- A. Provide better curation of Florida's large collection of archaeological artifacts
- B. Develop a new archaeological artifact collections policy
- C. Make archaeological collections more accessible
- D. Expand the Division of Historical Resources' relationship with the Florida Public Archaeology Network
- E. Implement contemporary conservation practices and techniques to archaeological conservation lab
- F. Increase the protection of Florida's submerged cultural resources through the expansion of programs such as underwater preserves
- G. Expand Archaeological Resource Management (ARM) training on a regional basis

Objective 7-D: Strengthen Division of Historical Resources Programs, Division Director's Office

- A. Continue to improve and expand the Division of Historical Resources website
- B. Complete the rehabilitation of the Grove and open it as a history museum

- C. Expansion of Mission San Luis programs to benefit public, diversify to include traditional and historical periods, increase marketing of the site
- D. Implement policies for the Mission San Luis Site to become financially sustainable through outside funding sources
- E. Secure the state acquisition of approved Florida Forever land projects that include historical and cultural resources
- F. Work more closely with Water Management Districts to actively preserve and make historical/cultural resources under their care accessible to the public
- G. Begin consolidating the Division's archaeological collections and maintain in a centralized facility
- H. Promote and expand accessibility and interpretation of the De Soto Winter Encampment Site
- I. Establish a not-for-profit Citizen Support Organization (CSO) to support the programs and operations of DHR
- J. Interpret and manage sites and structures the DHR maintains. Provide dedicated funding for the resources maintained by the DHR. Provide better stewardship for state-owned historic properties managed by DHR

The Bureau of Historic Preservation, Division of Historical Resources, Florida Department of State prepared this document in accordance with National Park Service requirements for states to participate in the National Historic Preservation Program, and in accordance with state requirements that the Division of Historical Resources develop a comprehensive statewide historic preservation plan (Chapter 267.031 (5)(b), *Florida Statutes*).

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Preserving More Than Orange Marmalade...

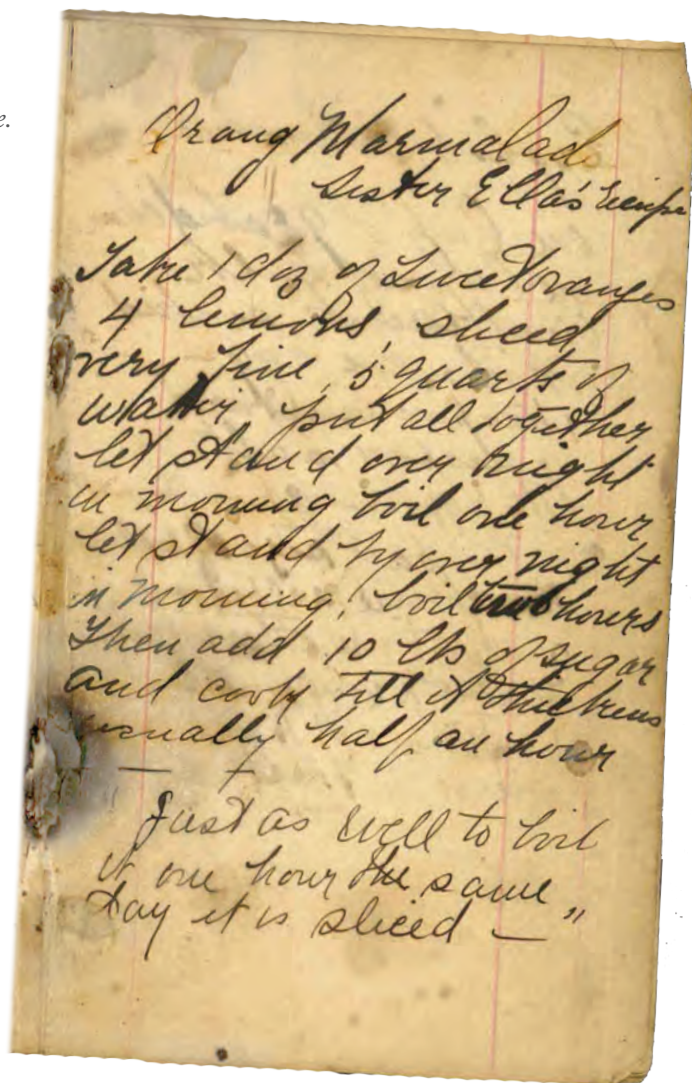
The handwritten recipe for orange marmalade pictured on this page and identified as "Sister Ella's recipe" comes from the collection of the Historic Rossetter House Museum in Melbourne.



"Carrie" P. Rossetter took responsibility for the home and the Standard Oil Distribution business. Seventy years later, with sister Ella F. Rossetter, she sought to secure the preservation of their family home, family history, and legacy of the Eau Gallie area, with a bequest to make their property a historical monument. The Rossetter House is now listed on the National Register of Historic Places.

In 1969, the cities of Eau Gallie and Melbourne merged, forming modern-day Melbourne. Today, the Rossetter House at 1320 Highland Avenue in Melbourne and surrounding properties stand as a living reminder of Florida's past and the people who made it home in the late-nineteenth and early-twentieth centuries. The Historic Rossetter House Museum is a project of the Florida Historical Society, Inc. and The Rossetter House Foundation, Inc. For more information visit www.rossetterhousemuseum.org For information about the Florida Historical Society, Inc. visit www.myfloridahistory.org

Above: Caroline "Carrie" P. Rossetter, circa 1920
All images courtesy of Historic Rossetter House Museum and Gardens



Orange Marmalade

Sister Ella's recipe

Take 1 dozen of sweet juice oranges
4 lemons, sliced very fine
5 quarts of water
Put all together, let stand over night
In morning boil one hour
Let stand over night
In morning boil two hours
Then add 10 lbs of sugar and
Cool till it thickens—usually half an hour
Just as well to boil it one hour the same day it is sliced.

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